Studying the Role of Positive Electrical Word of Mouth (EWOM) on the Willingness to Buy with Considering the Moderating Role of Consumer's Personality

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Abstract: In today's highly competitive markets, companies are looking for new ways to attract new consumer's attention and influence their behavior. One of the most effective methods of this form of communication that takes place among individuals is word of mouth that became electronic with the advent of internet and digital social networks. Word of mouth is important, since, it affects people's willingness to buy and reducing the risk associated with customer's purchasing decisions. The aim of this study is to investigate the influence of word of mouth on the willingness to buy with note of the moderating role of personality. The results indicate that the personality of the information receiver can overshadow the influence of EWOM on the consumer's willingness to buy. The relationship between personality types as extrovert, agreeable, neurotic and open to experience with the willingness to buy that is impressed by electronic word of mouth, shows the importance of the fitness of information with the personality of the receiver.

INTRODUCTION

Increasing development of information technology has prepared a platform for communication with new customers through Word of Mouth Electronic (EWOM) advertising. Ewom is a positive or negative statement made by potential, real and earlier customers about products or organization, so that, it is communicated through networks to many individuals and organizations. (Henning-Thurau *et al.*, 2004). Internet has made it possible to discuss easily about information and experiences related to the products with other people. This ease of communication, dramatically increases the potential impact of word of mouth on consumers (Schindler and Bickart, 2005). Consumers can be easily influenced by the comments (ewom) and/or the other people's real purchase decisions in social platforms and learn from them (Cheung *et al.*, 2012). So, for it is

increasingly common practice for consumers to gather information before buying products and read other people's comments about online products for the formation of a willingness to buy (Jalilvand and Samiei, 2012).

Martilla found that wom is more important in the final stages of the buying process because it gives confidence to consumers and reduces their uncertainty after purchase (Sweeney *et al.*, 2008). As a result, their willingness to buy and decision making can be more under the impact (Jalilvand and Samiei, 2012).

Based on previous studies, the impact ewom on the willingness to buy depends on a number of factors that can be included in several categories of attributes of data receiver, attributes of data sender, attributes of the message, attributes of the channel and the nature of the product or service (Cheung and Thadani, 2012). While

Table 1: Studies on the mediating variables of information receptor in the influence of EWOM on the willingness to buy

Mediating variables	Definition	Study
Prior knowledge/expertise	The amount of prior knowledge/expertise that the information receiver has had about the product or the purchase process	Riegner (2007) Park and Kim (2008) Doh and Hwang (2009) Cheung *et al*. (2012) Fan and Miao (2012)
Confirmation of prior belief	The level of compatibility/incompatibility between received data and prior beliefs related to studied product/service	Cheung *et al*. (2009) Zhang and Watts (2008)
Involvement		
Product	People that have more involvment with informnetional and technical dimensions of product they accept more effects from other's oppinions	Doh and Hwang (2009) Cheung *et al*. (2012) Fan and Miao (2012) Wu and Wang (2011)
Product	How much a product has important for buyer	Lee *et al*. (2008)
Target	Consumer's target for doing purchase	Park and Lee (2009)
Motive for processing information	The inherent interest of the buyer (receiver) for processing information	Gupta and Harris (2010)
Personal motives	Ones personal potential motivations for reviewing messages	Hennig-Thurau *et al*. (2004)
Products preferences	Rational or emotional motives of the buyers for purchasing	Lee and Lee (2009)
Pessimism	How pessimistic is every receiver about the information they receive	Sher and Lee (2009)
Cognitive personalization	Individual's ability to put themselves in similar situations	Xia and Bechwati (2008)
Cognitive need	How do individuals analyze messages within them	Lin *et al*. (2011)

many studies have focused on the significant influence of the word of mouth on recipient's personalities such as individuality, self-reliance, sensitivity to normative effect, need to be unique (Wien, 2015) prior knowledge, compatibility with prior beliefs the amount of involvement in the purchase of the product, motivation in use of the information, gender, personal preferences, the receiver's level of pessimism and method of perception (Cheung and Thadani, 2012), the will to be different (Khare *et al*., 2011; Cheema and Kaikati, 2010) but few studies examined the role of recipient's personality as a moderating factor in the impact of EWOM on their willingness to buy. Some of these studies are in Table 1.

It seems however that marketers pay little attention to the exploitation of personality differences (of consumers) from this phenomenon. Personality is the innate structure of an the world which is in every one's mind that doesn't change over time or in different conditions (Turkyilmaz *et al*., 2015). According to the theory of consumer information search in the consumer behavior theory, consumers depend on outter information for purchase or for making decision, though with different intensity (Hui, 2011).

Previous studies suggest that personal behavior is one of the factors that determine how a person processes information processing from the environment (Azzadina *et al*., 2012). The same provision may make very different responses in different recipients (Cheung *et al*., 2012).

If the profile of the reviewer and that of the reader fit or if the profile of the reviewer clarifies how the reader knows a particular condition the review would be considerably acceptable. Customers would like to use customized commodities according to their personalities that gives them messages that increases their correspondence and reaction (Xia and Bechwati, 2008).

After all the relation between personality and the willingness to buy is based on trait theory. According to trait theory, every human being has unique personality differentiating them from other individuals and people are classified according to their dominant personalities. A trait is what differentiates a person from any other person in a fixed and constant way. Every trait is a particular way of responding and personality is defined as a specific combination of these personalities (Babaei and Ahadi, 2010).

Studying individual differences can make an opportunity to enhance the effect of EWOM and this way the 5-factor model of personality (Big Five) has been used. The framework of traits the big five creates a powerful model for understanding the relationships between different academic personality and behaviors (Komarraju *et al*., 2011). Big five factors that have been proven to be generally fixed over time and in different cultures (White *et al*., 2004).

Many studies in recent years have confirmed the validity of the five factor model and hence, it is known as a basis for all other models (Gholipour, 2014). According to the Big Five theory consumer's personalities can be divided into 5 different dimensions of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience. Due to differences in the nature and effect of positive and negative electronic word of mouth in this study the effect of positive EWOM on the

willingness to purchase has been chosen and in that the variable of the customer's personality as receiver in the process of EWOM will be assessed. This choice was made because according to the findings by Chevalier and Mayzlin (2006) based on the higher average of positive messages than negative ones, can be generalized as informants tend to look for positive information to help to reduce dissonant thoughts related to purchase decision (Schindler and Bickart, 2005).

Better understanding of customers who are affected by word of mouth in their decision to buy is one of the outstanding aspects of this study. By understanding the personality of impressible people can direct this new phenomenon in the appropriate direction. Thus, this study aims to assess the potential moderating effect of each personality dimensions in the EWOM effecting process to finally answer these questions as to whether customers with different personality traits profit of EWOM in the same manner? and which customer's personality types are affected more by EWOM?.

Research hypotheses: Extroversion refers to the comfort of the person in their relationships. Extroverted people are sociable and decisive (Gholipour, 2014) active, dominant and cheerful and they have a positive attitude towards life. People with this tend be warm with others, acceptable for others, have high confidence do a lot of activities and look for excitement. They look for relations with other people (Turkyilmaz *et al.*, 2015). They would like to make the most output from their relations but this may require a lot of attention that in turn increases the energy and the time they have to invest in this process (Milfont and Sibley, 2012).

Henning-Thurau *et al.* (2004) people's inherent tendency to partnership in social relations is one of incentives to participation in the EWOM. Based on the definition of an extrovert, the trait of tendency to engage in social relations can be a sign of extraversion in people. Extraversion has a potential effect on replicating other people's decisions. Fundamental and unique differences of extrovert people as well as their interest in social interaction and motivation seem to have a systematic effect on the choices that they make in copying (Duhachek and Iacobucci, 2005). On the other hand, word of mouth is related with a variety of personality traits including extraversion or pseudo-personality structures personalities like extraversion and features or truths resulting from extraversion such as "sociability" and "social needs".

Wom is also related to extraversion through "opinion leaders" (Mooradian and Swan, 2006). Felfe and Schyns believe those who are highly extravert and follow the advertisement, receive transformational leadership more than others (Hrivnak and Nielsen, 2008) which has an influence on the structure for personality to leave an effect on results of individuals and groups and at the same time

focuses on self-confidence, comprehension, maturity and self-steem (Hassan *et al.*, 2016) .This kind of leadership can give a motivation to people to go beyond the expectations they have in the beginning, so that, they can fulfill their abilities (Hrivnak and Nielsen, 2008). Mooradian and Swan (2006) have concluded people that are found to be very extravert in their culture are very much under the influence of WOM information delivered by individuals. Ranjbarian *et al.* (2013) believe one may find WOM information to be more influential among those who are extravert and take risks:

- H₁: there is a significant relationship between extroversion and the willingness to buy that is affected by positive EWOM

Agreeableness refers to respect for others. Agreeable people have a spirit of cooperation, sincerity and trustworthiness (Gholipour, 2014). People who are agreeable tend to be rather accepting others, help them are friendly to them, care for them, easily forgive them and trust them and being in relations with them is very important for them (Turkyilmaz *et al.*, 2015).

This way they may make much more reliable relationship with other people in the society but may also as well be exploited by the people they are in contact with them (Milfont and Sibley, 2012).

Cognitive personalization variable is related to the ability of the individual to put themselves in the position of others and understand them sentimentally. Because researchers believe the variable of compatibility is the same as agreeableness. Xia and Bechwati (2008) found in their study that cognitive personalization influence the willingness to buy. Ferguson *et al.* (2010) stress that extraversion and agreeableness as 2 traits of personality will have a great impact on wom, values born in the society and positive intentions of wom:

- H₂: there is a significant relationship between the buyer's agreeableness and their willingness to buy that is affected by positive EWOM

Conscientiousness: Means reliability in an individual. Conscientious people are responsible, consistent, structured and trustworthy (Gholipour, 2014). The trait conscientiousness includes the traits of a feeling of achievement, hard work, being reliable and responsible. They prefer to avoid risks as much as they can and create timely bonds that last for long (Turkyilmaz *et al.*, 2015). Hughes and colleagues concluded that people with rather conscientious behaviors gather information they need from social networks (Rensink, 2013):

- H₃: there is a relationship between conscientiousness trait and the willingness to buy of buyers that is affected by positive EWOM
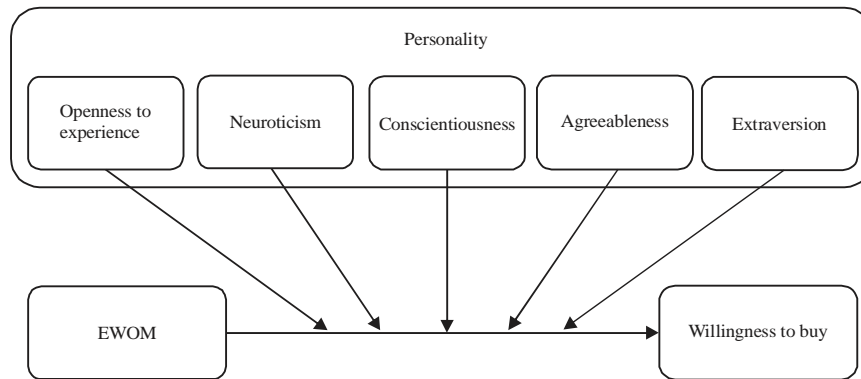
Fig. 1: Research model

Neuroticism: People with mental neuroticism feel unsafe, insecure, depressed and anxious (Gholipour, 2014). People who have neuroticism feel the traits of worry, fear, dejection and poor emotions. They prefer not to show up in social environments and avoid being in situations where some self-control is needed (Turkyilmaz *et al.*, 2015). People with this particular trait prefer to stay in the immediate environment of intimate connections, close watching of the advent of new connections and care or not being rejected by others (Milfont and Sibley, 2012).

According to definition people with neuroticism usually worry and anxiety for future is always with them. It can be then said that these people are somehow pessimistic and based on the researches by Sher and Lee (2009) pessimists are affected less online comments than others.

People who have neuroticism are easy to impress with negative feelings and mainly is reasons for verifying all the information they receive. Since, they believe they can't achieve what they need to achieve they try very little and normally don't persist in gathering data. Thus, unfavorable state of feeling can be an obstacle in successfully retreiving information (Heinstrom, 2003):

- H_4: there is a relationship between neuroticism and the willingness to buy that is affected by positive EWOM

Openness to experience signifies interest and fascination towards phenomena and new experiences. Such individuals are creative, inquisitive and sensitive. On the other side, there are people follow traditions and are more comfortable in familiar situations (Gholipour, 2014).

These people have a holistic approach in which all people's ideas are welcome. They have a tendency to invest much of what they have in finding new solutions for problems and at the same time may lead to some unfavorable new actions notably in conditions where more care must be taken (Milfont and Sibley, 2012).

These people mean to undertake new measures and develop new thoughts (Turkyilmaz *et al.*, 2015). People who are open to experience are seeking the truth. In order to satisfy their curiosity they are willing to investigate the most extant information. Gupta and Harris (2010) and Lin *et al.* (2011) concluded that these people are spending more time to study ideas of other people and their decisions are rather affected by word of mouth:

- H_5: there is a significant relationship between openness to experience and the buyer's willingness to buy that is affected by positive word of mouth

Research model: Reviewing research literature on the role of personality in the word of mouth and its effect on the willingness to buy lead to designing the following model. Accordingly, it was assumed that personality types can influence consumer's willingness to buy that is affected by EWOM and for designing the model and assessment of consumer's personalities the big five factor model was used (Fig. 1).

MATERIALS AND METHODS

The present study is applied in its aim and survey-causal in method. This study is done to investigate the impact of EWOM on customer's willingness to buy in the mobile phone industry the population of this research includes Persian-language cell phone buying guide channels members in Facebook and Instagram social networks. So, the sample consists of all Persian-language cell phone professional buying guide channels members in Facebook and Instagram who announced their willingness to cooperate with this investigation. Data was collected during a period of 50 days after correspondence with all page members and 408 healthy questionnaires were received. So, the data collection could be considered a nonrandom and census survey.

Electronic questionnaire of this survey has 4 parts. The first part is related to demographic questions. In

the second part after showing an image of a mobile phone and its specifications (retrieved from www.digikala.com) respondent's willingness to buy was measured. In the third part respondent's personalities were measured based on five-factor standard questionnaire of personality (Big Five) provided based on Gholipour, management of organizational behavior book pages 211 and 212. In the fourth part in addition, to providing the cell phone image and specifications, respondents are asked to read some positive comments of Digikala website users and again report on their willingness to purchase. It must be noted that all measures were developed and tested using a five-point Likert-type scale ranging from (1) "strongly disagree" to (5) "strongly agree".

This study assesses the effects of the independent variable of EWOM on the basis of the "pre-test and post-test" project on consumer's willingness to buy according to their personality type. For this, first, with respect to the normal distribution of data, the effect of EWOM on consumer's willingness to buy was tested using pre-test and post-test statistical methods and paired t-test and then the relationship among personality types on consumer's willingness to buy as influenced by positive EWOM using multiple regression.

RESULTS AND DISCUSSION

Questionnaire validity and reliability: Validity of the questionnaire narrative structures and each of its

dimensions was assessed using confirmatory factor analysis techniques using SPSS VER18 Software. In doing the factor analysis, it must first be ensured that available data can be used for analysis. In other words is the volume of data suitable for factor analysis? For this purpose, KMO index and Bartlett's test were used and the results (Table 2) indicate the suitability of data for factor analysis. Then the validity and reliability of the questionnaire was evaluated using factor authentication and Cronbach's alpha. There are different ideas about the basis of signification of factor loadings. But according to an empirical principle provided by researchers and statisticians who have worked with factor analysis factor loaddings $<\pm0.3$ are considered as significant, factor loadings $>\pm0.4$ have a high significance level and loadings $>\pm0.5$ are very significant (Kalantari, 1971). After calculation of 3 variables EXT6, AGR6, OPE7 were excluded from the analysis because their factor loading significance is <0.3. The internal consistency of tools was evaluated using Cronbach's alpha coefficient. Cronbach's alpha coefficient is a number between zero and one, alpha values of <0.6 indicate poor reliability, 0.7 indicates acceptable reliability and over 0.8 is good reliability (Lavma, 2002) cronbach's alpha amounts calculated for all variables was $>7/0$ (Table 2).

The demographic findings: Of the eligible gender questions respondents, 190 were male and 218 were

Table 2: Results of testing the validity and reliability

Factor structure/loading	Factor	KMO	Bartlet alpha	Cronbach's	Factor structure/loading	Factor	KMO	Bartlet alpha	Cronbach's
Extraversion					**Neuroticism**				
EXT1	0/548	723/0	000/0	744/0	NEU1	0/596	834/0	000/0	814/0
EXT2	0/682				NEU2	0/699			
EXT3	0/714				NEU3	0/531			
EXT4	0/682				NEU4	0/696			
EXT5	0/666				NEU5	0/651			
EXT6	0/243				NEU6	0/496			
EXT7	0/499				NEU7	0/692			
					NEU8	0/685			
Agreeableness					**Openness to experience**				
AGR1	0/450	714/0	000/0	709/0	OPE1	0/750	802/0	000/0	814/0
AGR2	0/578				OPE2	0/487			
AGR3	0/551				OPE3	0/701			
AGR4	0/618				OPE4	0/548			
AGR5	0/471				OPE5	0/801			
AGR6	0/294				OPE6	0/462			
AGR7	0/454				OPE7	0/241			
AGR8	0/492				OPE8	0/614			
AGR9	0/489				OPE9	0/462			
					OPE10	0/524			
Conscientiousness					**Willingness to buy**				
CON1	0/677	846/0	000/0	773/0	WTB1	0/855	669/0	000/0	787/0
CON2	0/564				WTB2	0/785			
CON3	0/404				WTB3	0/896			
CON4	0/570								
CON5	0/665								
CON6	0/784								
CON7	0/622								
CON8	0/633								
SCON9	0/443								

Table 3: The mean and standard deviation of the willingness to buy before and after EWOM

Status	Mean	SD	Low limit	High limit	Statistics	Significance	Result
Before	04/3	67/0	-	-	-2/943	0/003	There is
After	16/3	08/1	-	-			difference
Gap	-125/0	85/0	-208/0	-041/0			

Table 4: Tests of Durbin-Watson and not aligment

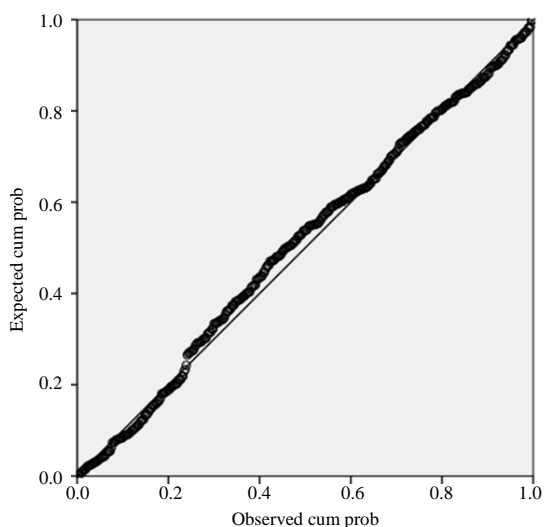| Variables	Tolerance	VIF	Eigenvalue	Condition index	Durbin-Watson
Extraversion	0/864	1/157	0/094	7/844	1/899
Agreeableness	0/892	1/121	0/011	29/040	
Conscientiousness	0/882	1/134	0/052	10/532	
Neuroticim	0/840	1/191	0/040	12/058	
Openness to experience	0/962	1/040	0/020	17/041	

Fig. 2: P-P plot of errors distribution

female an of the eligible education questions respondents some 19 were high school undergraduate, 166 were high school graduate, 189 people were BA/BS and 34 were MA/MS. The age of the respondents also indicates that 219 people were under 25, 161 people between 26 and 35 year, 27 between 36 and 45 year and 1 person was over 46.

The effect of Ewom positive impact on the willingness to buy: In order to investigate the effect of positive word of mouth on the willingness to buy, the willingness to buy average scores before and after positive word of mouth were studied. First, the willingness to buy normal data distribution before and after word of mouth was tested using skewness and kurtosis tests that the results displayed the data obtained was normal.

According to the normality of the data in order to test EWOM significant positive impact on the willingness to buy paired t-test was used. The following table indicates the mean and standard deviation of before and after EWOM (Table 3).

Due to the negative difference between the willingness to buy before and after EWOM and according the significance of the paired t-test statistic it can be concluded that there is a significant difference between the willingness to buy before and after the positive EWOM. In other words we can say that the willingness to buy has increased after positive electronic word of mouth and that the positive EWOM can be effective on the consumer's willingness to buy.

Testing the hypothesis: As mentioned above to test the hypotheses of this study due to the presence of five independent variables, multiple regression was used. Generally speaking, a researcher can use linear regression if the following conditions hold: average errors is zero errors variance is fixed. Conditions 1 and 2 mean that errors distribution must have a normal distribution, there is no correlation between model errors, the data has normally distribution, there is no alignment between independent variables (Momeni and Faal, 2011) (Fig. 2).

The P-P plot was used for assessment the normal distribution of errors. As the chart above shows the errors possesses of normal distribution. In order to evaluate the independence of the errors of each other the Durbin-Watson test is used. If the test statistic is in the range of 1.5-2.5, H_0 (no correlation between errors) is accepted and otherwise H_0 (there is a correlation between errors) is rejected. Table 4, given that the Durbin-Watson statistic is estimated to be as of 1.899 and this amount is within 1.5-2.5, the hypothesis that there is no correlation between errors cannot be ruled out and regression could be used.

A situation in which an independent variable is a linear function of other independent variables is called alignment and that means that there is a high correlation between independent variables and despite a high coefficient of determination, model has little validity (Momeni and Faal, 2011). Multiple alignments is examined by tolerance, Variance Inflation Factor (VIF), eigenvalue and condition index. When tolerance and eigenvalue are near zero or VIF is >2, multiple alignments are a serious problem for predictability of the dependent variable. But critical value for condition index is quantities over 30 that is determinant for judgment about alignment between independent variables. These values are presented in Table 4 shown that that there is no multiple alignments between independent variables. Furthermore, Skewness and kurtosis tests

Table 5: Linear regression analysis

Variables	B	SE	Beta	t-value	Sig	Hypotheses	Results
Constant	1/759	0/706		2/493	0/013		
Extraversion	0/204	0/071	0/134	2/874	0/004	H_1	Accepted
Agreeableness	0/299	0/101	0/136	2/954	0/003	H_2	Accepted
Conscientiousness	0/079	0/063	0/058	1/261	0/208	H_3	Rejected
Neuroticism	-0/218	0/061	-0/171	-3/601	0/000	H_4	Accepted
Openness to experience	0/383	0/055	0/310	7/007	0/000	H_5	Accepted

$R^2 = 0/243$

displayed that the data has the normal distribution. These quantities were between -3, 3 and -5, 5, respectively.

After ensuring the appropriate data for regression analysis, research hypotheses are examined. In order to examine the research hypotheses a regression equation is used as follows:

$$Y = \alpha + \beta X1 + \beta 2 X2 + \beta 3 X3 + \beta 4 X4 + \beta 5 X5 + \varepsilon$$

Where:

Y = The willingness to buy as influenced by positive word of mouth
a = A constant
X1 = Extroversion
X2 = Agreeableness
X3 = Conscientiousness
X4 = Neuroticism
X5 = Openness
e = A random intervening factors

The F-statistic and the significance level (sig.) for this test are respectively calculated to be 25.804 and 0.000. This means that the relationship between the willingness to buy and the independent variables shows the linearity of their relationship and therefore beta values can be calculated.

Linear regression analysis results (Table 5) indicate that the independent variables of extroversion, agreeableness and openness to experience have a significant positive effect (sig.<0.05, t>1.96) and neuroticism has a negative and significant effect on the willingness to buy influenced by positive EWOM and consciousness has no significant effect on the willingness to buy (sig>0.05, t<1.96). The obtained result means that people who have extroversion, agreeableness and openness to experience, can be positively influenced by the EWOM in their willingness to buy. These results can be traced in reducing the level of neuroticism in individuals. But positive EWOM has no effect on conscientious people's willingness to buy. Based on the above, assumptions 1, 2, 4 and 5 are approved and hypothesis 3 is rejected. According to the amount of R^2 it can be concluded that only 24.3% of the changes in the willingness to buy was affected by positive Ewom in people's personality and the rest are factors that were not

considered in the model. According to, coefficients obtained from multiple regressions, regression equation for this study will be as follows:

$$Y = 1.759 + 0.204 X1 + 0.299 X2 + 0.079 X3 - 0.218 X4 + 0.383 X5 + \varepsilon$$

CONCLUSION

This research assessed positive EWOM as an independent variable affecting the dependent variable of the willingness to buy and found a strong relationship between them. The reason for this choice is that many studies in different industries have investigated the effect of positive EWOM on the willingness to buy and the results of all these studies indicate a strong positive relationship between the two variables (Cheung *et al.*, 2009; Doh and Hwang, 2009). Therefore, it is suggested that and electronics retailers and companies be more careful about market understanding and customer satisfaction of their company, products and services, so that, positive EWOM is provided. What makes a belief about a company or its products can be one's own experience or what may be inferred from other's signs and clues thazt lead to such judgments and finally, become a belief. Sometimes these beliefs are in line and sometimes in conflict with companie's profits. So, managers need to use electronic textual communication order to boost the products and thus take steps to reform and change negative beliefs. In order to make a positive experience and produce customer satisfaction it must be determined what aspects of the product or service is more interesting for customers. Making a plan for realizing this, requires market segmentation and making good strategies for each market segment. In this process market can be divided in different parts according to different criteria like customer's personalities. After customer satisfaction is realized they must have conditions and incentives to disseminate and strengthen the positive word of mouth about these products on the website.

About the influence of consumer's personalities enjoying the views of others when buying goods, these results are somewhat consistent with Lee and Lee (2009) research. They concluded in their study that while the average positive EWOM about products increases with a rational purchase process such as digital products, more people accept more emotional criteria and less reasonable approximation purchasing decisions.

Based on the results of multiple regression analysis this study concluded that the personalities of extraversion, agreeableness and openness to experience have a positive and significant effect on the willingness to buy as affected by EWOM. Although, beta coefficients indicate that these effects are small and on the contrary, personalities like neuroticism have a negative impact on the willingness to buy as influenced by the positive EWOM and in the conscientiousness this impact is not significant. So, one may say those who are more social and enjoy the company of other people those who are willing to adapt to others and inherently more honest and reliable, people who are more creative and look for new experiences are influenced by other people's positive comments in their purchase decision. Also, other people's positive electronic comments are not a motivational factor for those who are anxious and worrisome and show nervous behavior but are only deterrent. About those who are goal-oriented and have perseverance and planning for achieving the goal, rational criteria seem to make up their purchase decisions not the views of others.

However, the biggest challenge for managers is how to achieve a personality profile of customers. To this end, companies can encourage customers to provide them with their personal information including during request membership on the website. Another solution can be recording activities and routes used by customers in the site (clickstream). Clickstream provides online marketplace information necessary to understand the buying patterns and buying behavior of consumers like what products consumers have seen or what products they have added to their shopping cart and what products they have bought, can provide the rout, motivations, manner of evaluating and use method of the necessary information by consumers (including ewom) while buying goods and make it possible to get more accurate analysis of customer's preferences and personality.

Based on the obtained results some personality dimensions are triggered more by EWOM. As a result of this the companies affected by EWOM can design the comments section of their site appropriate according to the personality of those who make the most the use of comments.

RECOMMENDATIONS

It can be suggested in this regard that, given that extroverts have an inherent tendency to participate in social relations that we consider a place for resounding to the opinions of others in the comments section and also in the chat room in addition to satisfying their inherent will for having data we can provide them with appropriate and targeted data. Designing and setting up the comments section must be more innovative, so that, people with

more openness to experience will be enticed to read them. These people tend to discover information, so that, targeted classification of information makes it easier for them to get new up to date information and could be another factor for attracting open people. Agreeable people are very willing to conform themselves to the society, so, providing a summary of the whole existing comments in the form of a scheme or written comment can considerably help individuals decide. Due to the fact that neurotic people accept negative effects by word of mouth using site design techniques and the right colors can attenuate their anxiety and nervousness to make more use of experiences of others.

LIMITATIONS

This study also had restrictions. It is limited to investigating the modrating effect of personality on the effects of word of mouth on people's willingness to buy while as mentioned earlier, moderating variables affect a lot in this process. This study is only in the mobile market and in the mobile market customer's community. Undoubtedly, randomized experimental research designs that do the research in laboratory conditions with random samples will have fewer errors.

This study only investigated the positive impact of EWOM. At the same time many prior studies have investigated the greater impact of negatives EWOM on the willingness to buy (Chevalier and Mayzlin, 2006). Therefore, the mere studying of positive EWOM cannot be enough.

Furthermore, the brand and model of moblie were seemed as control variables for eliminating their effects on respondents.

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